

Message Text

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TO AMEMBASSY MOSCOW

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TAGS: OEXC, UR

SUBJ: EXCHANGES: CULTURAL PRESENTATIONS: CREATIVE
SOURCE

REF: A) MOSCOW 18870 B) STATE 274191 C) STATE 279352

D) MOSCOW A-456

1. PRACTICE OF SEEKING EMB VIEWS AND CONCURRENCE RE PAG
CREATIVE SOURCE REFLECTED PARAS 5,6,7 STATE 274191.
ABSENCE OF ADEQUATE LEAD TIME HOWEVER DID NOT COMPRESS
SELECTION, NEED FOR EMBASSY CONCURRENCE, AND NOMINATION OF
GROUP INTO WHAT COULD BE INADVERTENTLY CONSIDERED ONE
SIMULTANEOUS ACTION. REVIEW OF VTR, WHICH FORTHCOMING,
COMBINED WITH GROUP'S PUBLICITY AND RECORDS ALREADY FOR-
WARDED SHOULD CONSTITUTE SOLID BASE FOR DEFINITIVE REACTION
FROM EMBASSY.

2. DEPT USES EXPERTISE OF ITS MUSIC ADVISORS IN SELECTION
OF GROUPS, RELYING ON THEM FOR ASSESSMENT OF TALENT AND
POTENTIAL OF PERFORMERS.

3. APPRAISAL OF AMERICAN SINGING GROUPS WITH BROAD APPEAL
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EMPHASIZED NEED FOR TOP ARTISTIC QUALITY WITH STAYING

POWER. CREATIVE SOURCE IN TWO YEARS HAS CUT TWO RECORDS AND RECEIVED BEST SINGLES AWARDS AS WELL AS THE PRESTIGIOUS ALBUM AWARD FOR BOTH RECORDS. IT IS A DYNAMIC YOUNG

GROUP ON LADDER OF SUCCESS. CREATIVE SOURCE, AS WELL AS MANY OTHER GROUPS, HAVE BEEN INFLUENCED BY 5-D BUT IS NOT IMITATIVE OF 5-D OR ANY OTHER GROUP. GROUP HAS ITS OWN STYLE AND CREATIVE BEAT, ILLUSTRATES VERSATILITY AND A FUNDAMENTAL ENERGY IN ITS VARIED STYLES OF RHYTHM AND BALANCED HARMONY. GROUP DOES NOT RPT NOT INCLUDE IN ITS REPERTORY QUOTE SCREAMING SOUL END QUOTE. ITS APPEAL IS BROAD BASED AND NOT LIMITED TO MINORITY OR ETHNIC GROUPS. ITS SINGING AND MUSIC IS DISTINCTLY DIFFERENT FROM COUNTRY MUSIC AND JAZZ AND IS AN EFFECTIVE BRIDGE BETWEEN JAZZ AND ROCK. SERIOUS CONSIDERATION RE APPROPRIATENESS OF THIS GROUP PROMPTED REQUEST FOR ADDITIONAL OPINIONS FROM PROFESSIONALS OUTSIDE OF DEPARTMENT'S MUSIC EXPERTS. LATTER ALREADY HAD GIVEN GROUP AN "A" RATING. PROFESSIONAL MUSICIAN, CURRENTLY WITH AGENCY (IEE) AND WHO WAS IN POLAND DURING VISIT OF 5-D, RATED GROUP AS QUOTE EXCELLENT, EXCITING, AND IN MANY WAYS POTENTIALLY BETTER THAN 5-D END QUOTE. HE FELT QUOTE SOVIET RECEPTION TO GROUP SHOULD EQUAL IF NOT EXCEED RECEPTION OF 5-D FROM POLES END QUOTE.

4. AWARE OF ITS GROWING POPULARITY, MANAGER RON TOWNSON (WHO ALSO ONE OF FIVE VOCALISTS IN 5-D AND FORMER OPERA SINGER) OFFERED GROUP AT LOW COST IN ORDER GAIN INTERNATIONAL EXPOSURE AND ADDED PUBLICITY FOR GROUP.

5. SELECTION OF CREATIVE SOURCE MADE AFTER DISCUSSION WITH MANAGERS OF POPULAR SINGING GROUPS SUCH AS FIFTH DIMENSION, GLADYS KNIGHT AND THE PIPS, AND LIZA MINELLI. LATTER TWO TALENTED GROUPS OFFERED WITHOUT COST TO DEPARTMENT BUT UNFORTUNATELY THEIR AVAILABILITY LIMITED TO PERIOD OF ONE WEEK. WEEKLY SALARY COST REQUIRED BY FIFTH DIMENSION PROHIBITED FURTHER CONSIDERATION. OTHER GROUPS SUCH AS OSMOND BROTHERS, JACKSON FIVE, AND DAVID CASSIDY AND PARTRIDGE FAMILY ELIMINATED DUE EITHER HIGH COSTS, NON-AVAILABILITY. FYI: CASSIDY NO LONGER WITH PARTRIDGE FAMILY. END FYI.

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6. POPULAR SINGING CATEGORY, WHICH ESTABLISHED AS EARLY AS AUGUST 1973 (STATE 171959) DESIGNED INTRODUCE A NEW IDIOM TO SOVIETS (AS EXEMPLIFIED BY VOCAL ENSEMBLE FIFTH DIMENSION). THIS CATEGORY DISTINCT FROM INDIVIDUAL SOLOISTS BACKED BY BIG JAZZ BANDS AND/OR ROCK GROUPS EITHER HARD OR SOFT), I.E. CHICAGO OR BS & T AND DEPT WOULD PREFER TO STICK TO IT NOW SINCE SOVS HAVE ACCEPTED

IT. THIS DOES NOT RULE OUT OTHER CATEGORIES AT LATER TIME.
IT IS DEPARTMENT AND AGENCY VIEW THAT SOVIETS WHO PREFER

EXTREME SOUNDS OR ROCK (CHICAGO) ARE IN MINORITY. WE
ALSO SUPPORT EMB VIEWS AS REFLECTED IN MOSCOW A-456 THAT
SOVIET OFFICIALDOM NOT YET READY ACCEPT A STRICTLY ROCK
GROUP. RECENT SUCCESS OF JOFFREY ROCK GROUP SHOULD NOT
INFLUENCE ACCEPTANCE AND/OR REJECTION OF CREATIVE SOURCE
OR ANY OTHER GOOD GROUP.

7. DEPT HOPES THAT EMB WILL SUSPEND JUDGEMENT ON CREATIVE
SOURCE PENDING REVIEW OF RECORDINGS, PUBLICITY AND VTR.
LATTER BEING FORWARDED SOONEST. DEPT BELIEVES FINAL EVAL-
UATION CANNOT PROPERLY BE MADE UNTIL EMBASSY REVIEWS THESE
MATERIALS. KISSINGER

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